

**KGO-TV**  
**SAN FRANCISCO, CALIFORNIA**

**QUARTERLY LISTING OF COMMUNITY ISSUES  
AND  
RELATED PROGRAMMING**

**FOURTH QUARTER - 2005**

**REGULARLY SCHEDULED PROGRAMMING**

During the fourth quarter of 2005, KGO-TV aired the following regularly scheduled local newscasts identified on air as "ABC 7 News" with a total cumulative average of over 100 hours per month:

Monday - Friday	5:00-7:00AM
Monday - Friday	11:00-11:30AM
Monday	5:30-6:00PM
Tuesday - Friday	5:00-5:30PM
Tuesday - Friday	6:00-7:00PM
Monday - Sunday	11:00-11:35PM
Saturday / Sunday	6:00-7:00AM
Saturday / Sunday	5:00-5:30PM & 6:00-6:30PM
Sunday	9:00-10:00AM

**During the fourth quarter of 2005, KGO-TV also aired the following regularly scheduled locally produced programming that addressed the problems and needs of the San Francisco-San Jose-Oakland Market area:**

**BEYOND THE HEADLINES-** This locally produced public affairs program consisted of a variety of subjects primarily dealing with issues related to the local community. The program's objective was to go "beyond the headlines" and explore critical issues facing the community. KGO-TV news anchor Cheryl Jennings was the host, and the program aired Sunday from 10:00 to 10:30am.

**ASSIGNMENT 7 WEEKEND-** This news compilation program repurposed and reviewed local news reports that covered significant community issues. These included in-depth Assignment 7 Reports, I-Team Investigations, Michael Finney's Seven On Your Side, and Doctor Dean Edell's Medical Reports. KGO-TV news anchors Dan Ashley and Cheryl Jennings hosted, and it aired on Sunday from 4:30-5:00pm.

**SEVEN ON YOUR SIDE-** Reporter Michael Finney headed this consumer affairs unit that provided consumer information / product recalls during local 5:00pm newscasts, and reviewed investigations / resolutions during 6:00pm newscasts. Office staff answered letters, e-mail and hotline telephone calls from viewers seeking help with a wide variety of consumer problems. On the average, the unit received over 1500 letters, over 400 e-mails, and approximately 2000 phone calls per month.

**NEWS AND PUBLIC AFFAIRS PROGRAMMING AIRED ON KGO-DT 7.2-** KGO-DT 7.2, our secondary digital channel, is a locally programmed channel that featured local news, local specials, public affairs, syndicated programming, and encores of ABC News magazine programs. On the average, over 280 hours of local news aired monthly. Encores of locally produced public affairs programs accounted for over 50 hours monthly. Additionally, hundreds of public service announcements aired in commercial breaks between local, syndicated, and off-network programming.

## **LOCAL SPECIALS**

During the fourth quarter of 2005, KGO-TV aired the following locally produced specials that addressed the problems and needs of the San Francisco-San Jose-Oakland Market area:

**PROFILES OF EXCELLENCE:** This program was part of a series of specials produced to celebrate the ethnic diversity of the Bay Area. This special saluted the achievements of five outstanding Bay Area Hispanic Americans. It aired on Saturday, October 8<sup>th</sup> from 7:00-7:30pm, and repeated on Sunday, October 9<sup>th</sup> from 10:00-10:30am, and on Sunday, December 25<sup>th</sup> from 6:30-7:00am.

**BEYOND THE HEADLINES ELECTION 2005:** This program provided a complete look at the diverse and important issues confronting California voters in the November election. From prescription drugs to abortion rights and school funding, this ballot proved to be as controversial as ever. All sides of the issues were presented in an effort to help voters make an informed decision at the polls. It aired on Sunday, November 6<sup>th</sup> from 3:30-4:00pm.

**PROFILES OF EXCELLENCE:** This encore program was part of a series of specials produced to celebrate the ethnic diversity of the Bay Area. This special saluted the achievements of five outstanding Bay Area Asian Americans. It aired on Sunday, December 25<sup>th</sup> from 6:00-6:30am.

**SHARE YOUR HOLIDAY FOOD DRIVE:** This biannual food drive originated from three locations around the Bay Area, and in one day collected 9,655 pounds of food, and over \$3,000 in cash for local food banks. This provided over 12,000 meals for families in need. This daylong event aired on Monday, December 12, 2005, and included local one to two minute cut-ins at various times throughout the day from 5:00AM to 6:00PM. Additional coverage was provided inside local news programs from 5:00-7:00AM, 11:00AM, and 5:00PM.

## **SPONSORED COMMUNITY EVENTS**

The following community events were featured on KGO-TV's "ABC7 Day Planner," the station's vehicle for sponsoring upcoming events. These thirty-second spots each featured two to three upcoming events and ran for two weeks on a fixed schedule.

### **OCTOBER 2005**

- Blessing of the Animals (10/1/05)
- Italian Heritage Festivities & Parade (10/8 – 10/9/04)
- Light the Night Walk (10/15/05) Leukemia & Lymphoma Society
- Halloween Heroes (10/25/05)
- Teatro Vision

### **NOVEMBER 2005**

- Kaiser Men's Health Fair (11/5/05)
- Chitresh Das Dance Company (11/10-11/12)
- CARE – OPEN fundraiser (11/19)
- Saint Vincent de Paul (11/17)
- Model US Congress
- Museum of African Diaspora (11/26 to 12/1)
- Kimochi, Inc. - Silver Bells Arts & Crafts Fair (12/4)
- East Bay Leadership Foundation

### **DECEMBER 2005**

- Silk Road photography (12/3 to 12/18)
- Black Nativity (to 12/18)
- Food Drive with Bay Area Food banks
- UNCF

## **PUBLIC SERVICE ANNOUNCEMENTS-**

During the fourth quarter of 2005, KGO-TV aired over 1,000 public service announcements in various time periods throughout the broadcast day that involved many different topics. Some of these PSA sponsors included: Oakland Public Schools, Medic Alert Foundation, Boy Scouts of America, AAA of Northern California, American Kennel Club, Ducks Unlimited, Breast Feeding Awareness, U.S. Marines, USO, San Francisco Department of Child Support, San Francisco SPCA, California Office of Traffic Safety, Boys & Girls Clubs, Dogs for the Deaf, American Federation For Urology, Office For Victims of Crime, Protecion-HIV/AIDS, UNCF, Alliance To Save Energy, Sewer Smart, Girls Inc. of Alameda County, Latino Community Foundation, and Vision 20-20.

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In addition to the local news and public affairs programs described in this report, KGO-TV carries all of the ABC Television news & public affairs programs listed and described in the report filed as "Network Programming."

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KGO-TV regularly surveys community leaders and organizations, and responds to these surveys. The station also regularly hosts community feedback meetings known as "ABC 7 Listens" at different Bay Area locations. Residents are invited to discuss, key issues, problems, needs and interests. Through these efforts we've determined that the following issues are important to the community:

- **Education Issues**
- **Youth Issues**
- **Healthcare & Medical Issues**
- **Housing Issues**
- **Economic / Employment Issues**
- **Special Local News Reports**

Some of the station's most significant treatments of these issues are described on the following pages.

## **PROGRAMS ADDRESSING THE PROBLEMS AND NEEDS OF THE COMMUNITY**

### **EDUCATION ISSUES**

#### **ABC 7 NEWS (Local)**

Date/Time: December 2, 2005 (6:00-7:00PM)

Length: 3:13

Subject:

This report highlighted improvements made to an Oakland parochial school in one of the city's poorest neighborhoods. The school raised half the money for the project, a developer supplied the rest, and arranged with vendors and workers to donate time and materials. This resulted in a remodeled gym, a new learning center, computer lab, entryway landscaping, gates, and a library. Students welcomed the change, and the administration believed a dignified beautiful environment was what children needed to learn.

#### **ABC 7 NEWS (Local)**

Date/Time: October 20, 2005 (6:00-7:00PM)

Length: 3:00

Subject:

This report reviewed the progress of the Bay Area's five charter schools. The schools were part of a nationwide chain that offered free public education from fifth to eighth grade. Students were primarily from low income families, and were recruited from underperforming schools. The charter schools showed very strong state testing results since they began three years before. The San Jose school posted very strong math scores beating some of the state's best scores.

#### **ABC 7 NEWS (Local)**

Date/Time: October 27, 2005 (6:00-7:00PM)

Length: 2:00

Subject:

This report profiled a San Francisco elementary school that surpassed all expectations in academic performance. Previously an underperformer, this school achieved in just one year an increase in the state academic index that would take some schools nearly five years to accomplish. It was an example of what a school could become given the right leadership, teachers and parents.

**(Education cont.)**

ABC 7 NEWS (Local)

Date/Time: November 29, 2005 (5:00-5:30PM)

Length: 1:48

Subject:

This report looked into the possible closure of San Francisco's Treasure Island Elementary. The school had been plagued with problems from the beginning of the year. The district said it was a low performing school, with safety issues, and low enrollment. Although two-thirds of the students had to be bused in from the city in the previous year, parents had fought to keep it open. But the district eventually stopped the busing to save money. The school board was expected to decide whether to close the campus along with a number of other sites.

ABC 7 NEWS (Local)

Date/Time: December 16, 2005 (6:00-7:00PM)

Length: 1:43

Subject:

This report profiled an Oakland school that had prospered from adding art and music to the curriculum. The school district's goal was to include the arts in every classroom within five years. Research showed that art and music programs were instrumental in helping children learn math, reading, and science. The arts program was also credited with increasing attendance.

ABC 7 NEWS (Local)

Date/Time: October 25, 2005 (11:00-11:35PM)

Length: 1:20

Subject:

This report reviewed a labor dispute involving service workers in the San Francisco School District. Union represented cooks, custodians, and teaching assistants, some of the districts lowest paid employees, were on the verge of striking over dependent healthcare. Demonstrators disrupted a school board meeting when they commandeered seats for the board members. One union member explained that they didn't get pay raises to match rising healthcare costs.

**(Education cont.)**

ABC 7 NEWS (Local)

Date/Time: December 6, 2005 (6:00-7:00PM)

Length: 2:06

Subject:

This report covered a meeting of business leaders, politicians, and educators at a planning summit to determine future plans for state education. All agreed that recruiting new teachers would be crucial since the state would need nearly 100,000 teachers within seven years. With about 1/3 of all teachers over the age of fifty, 20% of them would be eligible for retirement. A state senator said better academic and work force preparation was needed for California to compete globally.



## YOUTH ISSUES

### ABC 7 NEWS (Local)

Date/Time: October 27, 2005 (5:00-5:30PM)

Length: 3:25

Subject:

This report focused on an international program started in the Bay Area to empower children and keep them safe from abduction. The program was created by a mother to teach children about safety without scaring them. It included a series of safety books to help parents and teachers educate children about safety skills. The program taught self esteem, boundaries, and being aware of surroundings.

### ABC 7 NEWS (Local)

Date/Time: November 17, 2005 (6:00-7:00PM)

Length: 1:30

Subject:

This report discussed how the City of Richmond was struggling with another round of violence, and the many approaches for a solution. Police said the violence appeared to be gang related, and that it was difficult to know why the gangs shoot and kill each other. Gun violence claimed victims outside of a church for the second time in a year. The city council agreed to approach violence as a public health issue committing the city to long term solutions beyond police crackdowns.

### ABC 7 NEWS (Local)

Date/Time: October 16, 2005 (5:00-5:30PM)

Length: 1:45

Subject:

This report reviewed a program that used mp3 players and Ipods to remind teens with asthma to use their inhalers and take medicine. Celebrities with asthma recorded reminder messages and tips for teens as a way to empower them in managing their asthma. This "hip hop" approach enabled the teens to input their information into an electronic diary, and receive nightly updates through a wireless digital connection.

**(Youth cont.)**

ABC 7 NEWS (Local)

Date/Time: October 9, 2005 (6:00-6:30PM)

Length: 1:48

Subject:

This report reviewed a case before the California Supreme Court that would determine if distributing free cigarettes violated state law. Health experts said the free cigarettes weren't aimed at adults, and that the real target was teens. A spokesperson for a tobacco company said their venues were age restricted, and staffed with security guards who checked id's. One legal expert thought both sides had strong arguments.

ABC 7 NEWS (Local)

Date/Time: October 8, 2005 (6:00-6:30PM)

Length: 1:35

Subject:

This report discussed a new state law to prohibit selling or renting violent video games to anyone under 18 years of age. One supporter cited research that found that those who played violent video games had an increased propensity for violence. Some parents disagreed about the dangers of the games, saying it was a parental decision, and that the new law was a form of censorship. A 17 year-old said he wouldn't think of reenacting video game violence in real life.

ABC 7 NEWS (Local)

Date/Time: October 14, 2005 (6:00-7:00PM)

Length: 3:10

Subject:

This report profiled a San Francisco high school senior who was recognized as a superstar volunteer at city hall. He worked four years as a translator for Cantonese, Mandarin, Korean, and Japanese speaking people who appreciated his assistance with legal materials. He also served on three city commissions working with the library, human rights and San Francisco youth.

**(Youth cont.)**

ABC 7 NEWS (Local)

Date/Time: November 1, 2005 (6:00-7:00PM)

Length: :34

Subject:

This report announced that a curfew would begin at 11pm in East Palo Alto for youth under 18 years of age. Residents hoped it would help stop a recent spike in violence in the city. Exceptions to the 11pm to 6am curfew were made for working teens, and those involved in sanctioned late night activities, or who were responding to an emergency. Violators faced fines up to \$250 for a first offense or \$500 plus six months in a juvenile facility for an additional offense.

ABC 7 NEWS (Local)

Date/Time: November 20, 2005 (6:00-6:30PM)

Length: 1:32

Subject:

This report looked into the murder of a young man in San Francisco who was shot while walking down 21<sup>st</sup> street. The SFPD said he may have been killed for wearing the wrong color clothing, or the wrong gang color. Red graffiti marked 21<sup>st</sup> street as the territory of the Norteno gang. The city ordered a priority cleanup of the graffiti on the spot of the killing. Neighbors said gangs were a part of life in the area. An active parent said the faith community, schools, and public officials were trying to create avenues of hope for their kids. They wanted businesses and the city to provide job training and placement programs, along with smaller schools.

## HEALTHCARE & MEDICAL ISSUES

### ABC 7 NEWS (Local)

Date/Time: October 25, 2005 (6:00-7:00PM)

Length: 1:40

Subject:

This report covered issues surrounding proposed restrictions on San Francisco's medical marijuana clubs. The number of clubs skyrocketed from a few to more than forty. Proposed restrictions included limiting the daily amount sold to one-half pound per person, limiting the proximity to schools, and banning clubs from residential neighborhoods and industrial areas. Many operators felt they were being forced out of business.

### ABC 7 NEWS (Local)

Date/Time: October 19, 2005 (6:00-7:00PM)

Length: 1:28

Subject:

This report showed how some medical clinics were trying a new approach to seeing patients as a group rather than individually. Instead of spending time in the waiting room, patients spent more time with the doctor in a bigger group. A trial study of 400 chronically ill patients found that group visits reduced the number of hospitalizations, office visits, and calls to nurses.

### ABC 7 NEWS (Local)

Date/Time: December 3, 2005 (6:00-7:00AM)

Length: 1:45

Subject:

This report featured the first television interview provided by a doctor and CEO of a local HMO regarding accidental deaths at two of its facilities. Human error had resulted in four deaths, but the doctor said the reporting of those medical mistakes had been taken out of context. He said the public must understand the advanced medical care came with risks. The Northern California HMO served 3.2 million people, and given the numbers, the CEO believed their record was exceptional.

**(Healthcare & Medical cont.)**

ABC 7 NEWS (Local)

Date/Time: December 8, 2005 (5:00-5:30PM)

Length: 2:10

Subject:

This report showed how a transplant patient and his family appreciated from the services of the non-profit Ronald McDonald House. The young man who suffered cystic fibrosis received a double lung transplant that saved his life. His father was able to stay with him at the hospital free of charge during his hospitalization because of Ronald McDonald House. They provided him with food and a homelike environment.

ABC 7 NEWS (Local)

Date/Time: November 11, 2005 (6:00-7:00PM)

Length: :33

Subject:

This report announced that a local HMO had canceled its flu clinics because it had run out of vaccines. The U.S. Centers for Disease Control said delivery delays and shortfalls were to blame for problems at the local level. It said an Emeryville based pharmaceutical company had not been able to produce or distribute the amount of flu vaccine expected. Health officials said the flu season was not off to an aggressive start, so that eased the need to vaccinate people right away.

ABC 7 NEWS (Local)

Date/Time: October 5, 2005 (5:00-5:30PM)

Length: 1:40

Subject:

This report showed how constant surveillance and testing of suspicious flu-like cases might give health officials a head start if a strain appeared in California. A state official explained that at the time the avian flu did not easily spread from person to person. Officials were nevertheless worried that the virus would mutate and create a pandemic like the one in 1918. Much of the state's preparedness for avian flu came from being ready for other emergencies like bioterrorism. The state OES office was prepared to coordinate responses to an outbreak.

**(Healthcare & Medical cont.)**

ABC 7 NEWS (Local)

Date/Time: November 14, 2005 (5:30-6:00PM)

Length: :43

Subject:

This report explained how new technology developed at UCLA enabled doctors to get full access to a patient's medical records from their cell phones and PDA's. In an emergency situation, getting an expert opinion could mean the difference between life and death. Doctors piloting the technology were confident that this tool would help them improve care and avoid medical errors.

ABC 7 NEWS (Local)

Date/Time: November 28, 2005 (5:30-6:00PM)

Length: :44

Subject:

This report showed that elderly people were turning to their pharmacists and doctors for help enrolling in Medicare's new prescription drug program. Health policy experts described it as a complicated system that required participants to choose one policy among 40 to 70 different options. With the majority of the information online at Medicare websites, more than 75% of seniors had never used the internet. AARP offered several tips that were reviewed in this report.

## HOMELESSNESS & HOUSING ISSUES

### ABC 7 NEWS (Local)

Date/Time: October 26, 2005 (5:00-5:30PM)

Length: 1:30

Subject:

This report covered the cleanup of an abandoned San Francisco school that had been used by homeless squatters for housing. After nearly four months of neglect, the once proud facility was littered with garbage, and fouled with unsanitary waste. The school district claimed there were no such problems when they turned the campus over to city parks & recreation. Despite numerous calls to police, and raids by them, parks & recreation claimed to have known nothing about the problems until the previous week. One homeless man said it was better than sleeping on the streets.

### ABC 7 NEWS (Local)

Date/Time: October 21, 2005 (6:00 -7:00PM)

Length: :26

Subject:

This report showed a new homeless encampment outside of San Francisco's City Hall. It was part of a protest by homeless families demanding more suitable housing in the city. Earlier in the week, the mayor celebrated the one year anniversary of his "Project Homeless Connect." He said the program helped 5,000 and found homes for 500 of them. He admitted that his staff focused too much on getting single adults off the street, and promised more help for families.

### ABC 7 NEWS (Local)

Date/Time: October 7, 2005 (5:00-5:30PM)

Length: :31

Subject:

This report discussed that the dream of owning a home in California was fading for more people. A state realty group said the percentage of people who could afford to buy a house in California dropped to 14% in August 2005. This was two percent less than the previous month, and interest rates were up for a fourth consecutive week. Economists said higher energy prices were partly to blame for the increase. It took an annual income of \$134,000 to afford a median-priced home.

**(Homelessness & Housing cont.)**

ABC 7 NEWS (Local)

Date/Time: November 29, 2005 (5:00-5:30PM)

Length: 1:35

Subject:

This report reviewed the homelessness problem in Santa Clara County. There were more than 7,000 homeless in the county with the number not likely to drop. In 2005 more than fifty homeless people died in the county, but the problem was worse in San Francisco with 103 deaths. A homeless man who lost his job to an injury shared his story. He explained how he benefited from a shelter that was the county's largest provider of shelter, housing, and supportive services.

ABC 7 NEWS (Local)

Date/Time: October 8, 2005 (6:00-6:30PM)

Length: 1:59

Subject:

This report explained that although only 12% of Bay Area residents could afford to buy a single family home, San Jose's Real Estate market was booming for condos. With the median price for a condo in San Jose \$200,000 less than that for a single family home, the demand created waiting lists with realtors. Three thousand condo units were added to San Jose in the previous four years. City leaders encouraged the growth favoring high density housing over the urban sprawl of the past. Condo living offered advantages like easy access to public transportation, shopping, and entertainment.

ABC 7 NEWS (Local)

Date/Time: October 13, 2005 (6:00-7:00PM)

Length: 1:40

Subject:

This report reviewed the debate over housing growth in Eastern Contra Costa County. The battle was heating up over several measures on November's special ballot that pitted slow growth against pro growth groups. Some building opponents said it wasn't about controlling growth, but about developers making a lot of money. A state assemblyman said it was about more growth & traffic. One housing developer wanted to construct high-end luxury homes to attract industry, so people could live where they worked instead of clogging freeways.



**(Homelessness & Housing cont.)**

ABC 7 NEWS (Local)

Date/Time: October 2, 2005 (6:00-6:30PM)

Length: 1:40

Subject:

This report profiled a new program that provided shelter and a safe learning environment for homeless children. The San Rafael based learning program was located in a unique classroom space inside of a temporary housing facility. Studies showed that young children who had a safe learning environment did much better in pre-school and beyond. This gave parents a chance to parent and stabilize with their children rather than just survive homelessness.

ABC 7 NEWS (Local)

Date/Time: November 29, 2005 (6:00-7:00PM)

Length: 3:11

Subject:

This report went around the country to compare Bay Area home prices to other cities such as Chicago, San Diego, Des Moines, Raleigh-Durham, and Houston. In each city real estate agents were asked to show what a buyer would get at three different price ranges- ¼ million, ½ million and one million dollars. For example, the same \$250,000 that could buy a condo in Alameda, Ca, and a buyer in Chicago, Ill. could get twice the space.

## **ECONOMIC / EMPLOYMENT ISSUES**

### **ABC 7 NEWS (Local)**

Date/Time: October 14, 2005 (6:00–7:00PM)

Length: 1:50

Subject:

This report reviewed new economic figures that showed an unanticipated increase in the consumer price index. This was the biggest surge in 25 years, but this was due to the increase in energy spending after Hurricane Katrina. This meant that on the surface inflation was up, but economists believed the big increases in energy could be reversed. The core CPI was a better indicator since it did not include food or energy prices, and had remained flat over the previous six months.

### **ABC 7 NEWS (Local)**

Date/Time: November 1, 2005 (6:00–7:00PM)

Length: 1:40

Subject:

This report discussed a plan by presidential advisors to simplify the 1040 Federal Tax form. It included a key provision to severely cut the size of home mortgages eligible for interest deductions. It also included a cap on the deduction at 15% of interest paid. Analysts believed the provisions would sink the whole plan since the impact would be too great. A local real estate seller suspected it could cause a -25% drop in Bay Area housing prices. A tax policy expert believed “blue” states with expensive properties would be much more affected than “red” states.

### **ABC 7 NEWS (Local)**

Date/Time: October 25, 2005 (6:00–7:00PM)

Length: 1:40

Subject:

This report explained that the Bay Area could be on the verge of a job turn-around. There were 5,400 new jobs in Alameda and Contra Costa Counties, while Santa Clara County added 300 jobs. Positive job growth was expected to give workers confidence to shop around for better paying jobs. Over one-half of the state’s 900,000 unemployed were new or just getting into the job market. This meant that job seekers would face stiff competition

**(Economic / Employment cont.)**

ABC 7 NEWS (Local)

Date/Time: November 22, 2005 (5:00-5:30PM)

Length: 1:40

Subject:

This report showed the GM/Toyota Nummi auto plant in Fremont on the same day GM announced layoffs around the country. But the Nummi plant was so successful that it was expected to produce more cars in 2005 than ever before. They attributed their success to fast-selling cars they produced, and to successful business models designed to boost productivity and efficiency. Employees were aware that the market could shift and face unemployment like their GM counterparts.

ABC 7 NEWS (Local)

Date/Time: October 30, 2005 (6:00-6:30PM)

Length: 1:42

Subject:

This report reviewed a study that found damage to the state economy from ten years of businesses relocating outside of California was not as originally feared. The impact was negligible since it accounted for only one-tenth of 1% of all jobs. An economist said previous studies overlooked the number of companies that moved into California, and the number of newly created businesses.

ABC 7 NEWS (Local)

Date/Time: October 6, 2005 (5:00-5:30PM)

Length: 1:20

Subject:

This report explained how people could avoid losing track of employee benefits when jumping from one job to another. Experts said this had become more of a problem as companies could not retain records indefinitely. Keeping records could be easier with a defined contribution like a 401K that gave employees more control. But it was still an employee's responsibility to keep track of their retirement benefits. The Administration on Aging had pension counseling centers around the country for people who needed help.

**(Economic / Employment cont.)**

ABC 7 NEWS (Local)

Date/Time: October 27, 2005 (11:00-11:30AM)

Length: 2:09

Subject:

This report reviewed some of the difficulties that women faced when returning to the job market after taking time off to be with family. A study of businesswomen who took at least two years off found 70% were happy about their decision to be with their family. 50% were discouraged by employers when they were ready to get back to work. The director of a foundation supporting women in business said it was critical for women to start planning before leaving the workforce.

ABC 7 NEWS (Local)

Date/Time: November 24, 2005 (6:00-7:00PM)

Length: 2:47

Subject:

This report profiled a language and vocational school in San Francisco's Mission District that trained people in the art of cooking. This was a neighborhood where families earned low to moderate incomes, and where people worked in the lowest paying restaurant jobs. The school specialized in training cooks in Latin American cuisine so workers could earn a better living. Immigrant students not only trained in culinary arts for nine intense months, but also learned English and computer skills.

## **SPECIAL LOCAL NEWS REPORTS**

ABC 7 News provided several, in-depth reports that examined a variety of issues important to the San Francisco-Oakland-San Jose Market. These are examples:

### **ABC 7 NEWS (Local)**

Date/Time: November 5, 2005 (6:00 – 7:00AM)

Length: 4:30

Subject:

This report investigated an alleged case of animal cruelty involving an egg supplier to a leading Bay Area grocery chain. Activists against the use of battery cages for egg laying chickens protested outside of stores, and also bought a full page newspaper ad. One store chain took the lead and switched to the more expensive cage-free eggs. The store management was hopeful other companies would follow their lead and go with cage-free produced eggs.

### **ABC 7 NEWS (Local)**

Date/Time: October 12, 2005 (6:00 – 7:00PM)

Length: 2:10

Subject:

This follow-up report reviewed the details surrounding the termination of the City of San Francisco's Treasure Island director. At a hearing of the Treasure Island Development Authority Board, residents and business owners went to the podium one by one to offer their support for the director. Although he asked for an open session, the board went behind closed doors and voted to fire him without cause. He responded by lobbing his most serious criticism of the mayor up to that point. The mayor said earlier he would not address the controversy until the hearing was over.

### **ABC 7 NEWS (Local)**

Date/Time: November 15, 2005 (6:00 – 7:00PM)

Length: 2:21

Subject:

This report covered reaction to problems uncovered with the city's outdoor public warning system. The president of the board of supervisors demanded answers from the mayor, and the director of emergency services. Public documents showed that there were widespread equipment and software failures in the year since they were installed. The siren company admitted there were gaps where the sirens were not audible. The mayor said the problems would be fixed.

**(Special Local News Reports cont.)**

ABC 7 NEWS (Local)

Date/Time: October 20, 2005 (6:00 – 7:00PM)

Length: 2:00

Subject:

This report profiled a woman who was an advocate to improve safety standards for firefighters. The Marin County resident lost her husband two years before in the ferocious Cedar Fire of San Diego County. She believed that an experienced captain did not follow procedure when lighting a backfire near her husband's crew, and that it caused her husband's death. She went before the Occupational Safety & Health Standards board to appeal their decision to not improve firefighting standards as recommended by the national institute. She won a unanimous vote of the board to reconsider the safety improvements.

ABC 7 NEWS (Local)

Date/Time: November 29, 2005 (11:00 – 11:35PM)

Length: 3:15

Subject:

This report took a look at the multi-billion dollar industry of cosmeceuticals, or skin care lines that promise to fight the effects of aging. These non-prescription products were not regulated by the FDA and ranged in price from \$20 in drugstores to more than \$1,000 for high end lines. Clinical research found that retail peptide creams helped create collagen cells, and the before and after photos showed a subtle change. A dermatologist questioned whether the results of the high end lines were worth \$1,000, and cautioned patients to lower their expectations of cosmeceuticals.

ABC 7 NEWS (Local)

Date/Time: October 9, 2005 (9:00 – 10:00AM)

Length: 2:30

Subject:

This report reviewed the success of "The Danny Foundation" that had been created by the family of a boy who suffered brain damage from a crib accident. He died nine years after his mother found him hanging from his crib. The success of a lawsuit against a crib manufacturer provided funding for the foundation. The goal was to establish safety regulations in an industry where there were few. By 1994 manufacturers and law makers adopted new standards for crib safety.

**(Special Local News Reports cont.)**

ABC 7 NEWS (Local)

Date/Time: November 3, 2005 (11:00 – 11:35PM)

Length: 3:20

Subject:

This report looked into the sales tactics of a man who bought used cars from the San Francisco Police Auction, then sold them on the street or the internet. The results of a hidden camera investigation found that he allegedly was using phony or expired license plates, and lying during his sales pitch. Several of his customers alleged that he had ripped them off. He wouldn't talk on camera, and even drove his van into the news truck and ran. Nearly twelve years earlier an immigration judge ruled he should be deported, but he did not leave voluntarily.

ABC 7 NEWS (Local)

Date/Time: December 15, 2005 (6:00 – 7:00PM)

Length: 3:40

Subject:

This report reviewed a new computer program that San Francisco parochial schools used to teach children how to spot online predators. Developed in Canada, the game let kids play detective by searching for a missing teenager who was been abducted online. One of two SFPD officers assigned to fight high tech crimes explained how she went online posing as a child to catch predators. The mother of one child said she didn't know the internet could be so dangerous.